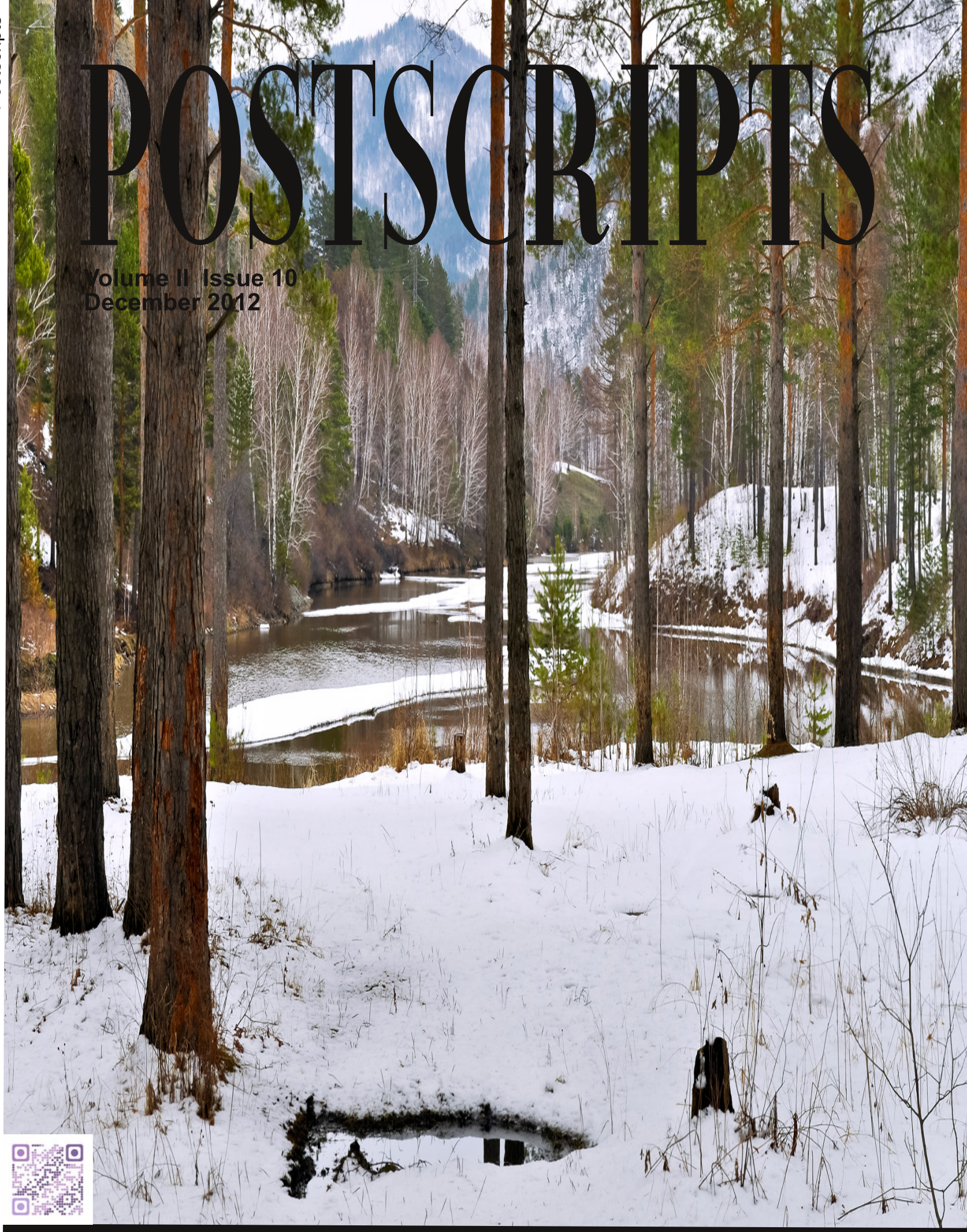
POSTSCRIPTS

Volume II Issue 10
December 2012



Official publication of the American Medical Writers Association Pacific-Southwest Chapter

AIMS AND SCOPE

Postscripts is the newsmagazine of the American Medical Writers Association Pacific-Southwest (AMWA Pac-SW) chapter. It publishes news, notices and authoritative articles of interest in all areas of medical and scientific writing and communications. The scope covers clinical/regulatory writing, scientific writing, publication planning, social media, current regulations, ethical issues, and good writing techniques.

MISSION STATEMENT

The mission of Postscripts is to facilitate the professional development of medical writers and serve as a tool to advance networking and mentoring opportunities among all members. Towards this mission, Postscripts publishes significant advances in issues, regulations and practice of medical writing and communications; skills and language; summaries and reports of meetings and symposia; book and journal summaries. Second, to promote career and networking needs of members, Postscripts includes news and event notices covering Chapter activities.

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SUBSCRIPTION

Postscripts is published monthly from February to December. Subscription is included in the AMWA Pac-SW chapter membership which is automatic for all AMWA members with a mailing address in Southern California, Southern Nevada and all of Arizona. This newsmagazine is distributed on the 1st of each month. AMWA members can request past issues by sending an email to the editor.

INSTRUCTION FOR CONTRIBUTORS

We welcome contributions from members and non-members alike. Please contact editor.

ADVERTISING

Postscripts is an advertisement-free publication. However, articles describing products and services relevant to medical writers may be considered or solicited. Contact editor.

American Medical Writers Association
Pacific Southwest Chapter
(AMWA Pac-SW)
San Diego, CA
www.amwa-pacsw.org

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ANNOUNCEMENTS, EVENTS AND DATES. . .

AMWA PacSW Holiday Dinner: **December 15, 2012**

Asilomar Conference - Registration opens: **December 1, 2012**

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THIS MONTH'S COVER: Snowy Landscape by Larisa Koshkina (publicdomainpictures.net)

Editor's ink

Dear Friends and Colleagues

As December rolls around, disappearing vibrant Fall colors are just one sign of the season; instead, as always, something magical is taking its place. The leafy avenues and neighborhoods with flaming reds and bright yellows have given way to a season of cheerful holiday lights, travels, and family get-togethers. As *Postscripts* chugs to the end of the (calendar) line, it is time for us to pause, reflect on the year gone by, and count our blessings.

Postscripts owes this moment to the generous contributions of many of our members including Lanie Adamson who penned a series of insightful columns on her Medical Writing career, gave Chapter presentations and provided support to others who also contributed over the year (e.g., Bernard Delacruz). *Postscripts* could reliably count on the monthly teachings and columns by Susan Chang, Dikran Toroser and Irene Yau; benefit from articles and features by Holly Zoog (on GPP2) and Bernard Delacruz (on Toastmasters); and regularly present several meeting reports throughout the year. Sue and Jim Hudson's travelogue to Cuba provided a beautiful diversion and a reminder that "writing" is more than just "medical writing" and it can be a lot more entertaining.

This month, *Postscripts* passes another milestone by adding two new columns—the FDA and EMA news column by Sally Altman, Stacey Willis, Kelly Dolezal, and Wim D'Haeze; and the *AMWA Journal* preview column by Victoria Love. The monthly FDA and EMA news column will extend coverage to breaking regulatory news that will be relevant to a large swath of our readership. Victoria's preview column will continue to appear soon after an issue of *AMWA journal* is released (four times a year) and will serve as a good reminder for us to spend an evening with *AMWA Journal*.

Before you pack-up and leave for your well-deserved vacations and downtime, please mark your calendar: Jacki Dyck-Jones has opened her house and invited all Chapter members for a Holiday Gathering on December 15 (if you have not already received an Evite from Jacki, please contact her at xxxxxxxx.com). Also, it is time to bring out your yearly planners—the Asilomar conference is not far, just one season away, in April (watch our Chapter website for registration details).

Our next issue will come out in February. The next two months are a good time to ponder over what you would like to see covered in this newsmagazine next year; encourage your expert colleagues to write for us; and for you to step over the line from being a "casual reader" to being a "contributor." Tell us what you would like us featured here, and suggest colleagues you would like to see in print here (and we will pursue those leads). Finally, if you are travelling this season, send us pictures (for our cover art) and taking a leaf from Sue and Jim, tell us where you went and what you saw in a few pages.

Wishing you all a wonderful holiday season, happy travels, and Happy New Year.

Ajay

What's Up(!) . . . at FDA and EMA

FDA updates compiled by: Sally Altman, Stacey M. Willis and Kelly Dolezal

FDA Alerts

New information on the fungal meningitis outbreak that has killed 32 patients who have received tainted injectable steroids originating from the New England Compounding Center is being regularly updated; an FDA investigation found vials containing a "greenish black foreign matter" with fungal features, confirming the origin of the nationwide outbreak. In response to this tragedy, three companies have been warned or shut down by the FDA, while two other companies voluntarily halted production or recalled products. Positive news comes with the FDA approval of numerous drugs this month, including those for the treatment of corneal cysteine crystal accumulation, partial-onset seizures, symptomatic vitreomacular adhesion and other conditions.

ALERTS[1]
• Worldwide: The FDA, in conjunction with the international Operation Pangea V, helped identify and shut down more than 18,000 illegal pharmacy websites, preventing the sale of illegal prescription medicines including domperidone, isotretinoin, Tamiflu and Viagra. [LINK]
• Port Washington, NY: US marshals seized unapproved dietary supplements and drugs, which were also in violation of cGMP regulations, produced by Confidence Inc. [LINK]
• Hauppauge, NY: After repeated violations of cGMP regulations, Venus Pharmaceuticals International agreed to stop production of dietary supplements until changes are implemented to meet FDA requirements. [LINK]
• Albany, OR: The FDA issued a permanent injunction issued against Truman J. Berst, whose website www.healthherbs.com markets unapproved herbal remedies for serious diseases, including cataracts, infections and cancer. [LINK]
• Framingham, MA: The FDA released a copy of the Form 483 that was issued following inspection of the New England Compounding Center (NECC) clean room. Patients suffering from a fungal meningitis outbreak received methylprednisone acetate manufactured by NECC. [LINK]
• Westborough, MA: Ameridose, LLC voluntarily recalled all its products during the FDA's ongoing inspection of its facilities. Initial findings raise concerns about lack of sterility. [LINK]
• Franklin, TN: The Avalon Effect, Inc. was issued a warning letter by the FDA for misbranding and marketing of its unapproved light therapy device, which the company claims to cure or treat symptoms of diseases such as fungal meningitis and methicillin-resistant *Staphylococcus aureus* (MRSA). [LINK]

[1] http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/default.htm
NOTES: FDA Form 483 summarizes conditions that may constitute violations of the Food Drug and Cosmetic (FD&C) Act and related Acts.

FDA APPROVALS

Drug name	Indication	Company	Submission Type
• Cystaran	Corneal cystine crystal accumulation in patients with cystinosis[1]	Sigma Tau	Approval
• Fycompa	Partial-onset seizures with or without secondarily generalized seizures in patients with epilepsy who are aged 12 years and older[1]	Eisai Inc.	Approval
• Jetrea	Symptomatic vitreomacular adhesion[1]	Thrombogenics Inc.	Approval
• Minivelle	Moderate to severe vasomotor symptoms due to menopause[1]	Noven Pharms Inc.	Approval
• Nepafenac	Pain and inflammation associated with cataract surgery[1]	Alcon Res	Approval
• Nucynta	Moderate to severe acute pain in adults[1]	Janssen Pharma	Approval
• Oxtellar XR	Adjunctive therapy for the treatment of partial seizures in adults and children aged 6 to 17 years[2]	Supernus Pharmaceuticals Inc.	Approval
• Synribo	Chronic or accelerated phase chronic myeloid leukemia (CML) with resistance and/or intolerance to two or more tyrosine kinase inhibitors (TKI) in adults[1]	Ivax Pharms	Approval
• Xeljanz	Moderately to severely active rheumatoid arthritis in adults[1]	Pfizer	Approval

[1] http://www.fda.gov/NewsEvents/ProductsApprovals/default.htm

[2] http://www.accessdata.fda.gov/drugsatfda_docs/label/2012/202810s000mg.pdf

For additional information, including full listings of biologic license application approvals, abbreviated new drug application approvals, applications for generic drugs and supplements to new drug applications or biologic license applications, see

http://www.accessdata.fda.gov/scripts/cder/drugsatfda/index.cfm?fuseaction=Reports.ReportsMenu.

What's Up(!) . . . at FDA and EMA

EMA Updates compiled by: Wim D'Haeze

European Medicines Agency (EMA) Alerts (01 Oct 2012 through 16 Nov 2012)

The alerts listed below cover the period from October 01, 2012 through November 16, 2012. Only key alerts were mentioned; for additional updates and details refer to What's New on the EMA website.

Guidelines

- Guidance on centrally authorized products requiring a notification of a change for update of annexes[a]
- Draft guideline on clinical investigation of medicinal products for the treatment of acute heart failure (open for publication consultation)[b]
- Concept paper on the need for revision of the guideline of medical products used in weight control (open for publication consultation)[c]

Reports

- Report on an international meeting held at the EMA on ethical considerations for paediatric trials. The meeting focused on how the Ethics Committees of the member states and the Paediatric Committee at the EMA can work together?[d]
- Review on non-selective non-steroidal anti-inflammatory drugs (NSAIDs) and cardiovascular risk.[e]
- Minutes of the Pharmacovigilance Risk Assessment Committee meeting held October 1-3, 2012.[f]
- Monthly statistics report on medicinal products for human use in the EU (October 2012).[g]
- Overview of comments received on "Paediatric addendum to CHMP guidance on clinical investigation of medicinal products in the treatment of lipid disorders (EMEA/CHMP/EWP/213057/2010)."[h]

Approvals/Refusals

Compound	Indication/Use	Applicant	Advice [Note]
• Tresiba[i]	Diabetes mellitus in adults	Novo Nordisk (Denmark)	Positive opinion
• Amyvid[j]	Radiopharmaceutical for PET imaging of β-amyloid plaque density in patients being evaluated for Alzheimer disease and other causes of cognitive decline	Eli Lilly (US)	Positive opinion
• Balaxur[k]	Moderate to moderately severe Alzheimer's disease in patients who are already taking memantine and donepezil	Merz Pharmaceuticals GmbH (Germany)	Negative opinion
• Krystexxa[l]	Severe debilitating chronic tophaceous gout in adults	Savient Pharma Ireland Ltd.	Positive opinion
• Ryzodeg[m]	Diabetes mellitus in adults	Novo Nordisk (Denmark)	Positive opinion
• Acrescent[n]	Moderate to moderately severe Alzheimer's disease in patients who are already taking memantine and donepezil	Lundbeck (Denmark)	Negative opinion
• Betmiga[o]	Symptomatic treatment of urgency, increased micturition frequency and/or urgency incontinence as may occur in patients with overactive bladder syndrome	Astellas Pharma Europe B.V. (UK)	Positive opinion
• Qsiva[p]	Severely obese patients (BMI ≥ 35 kg/m^2) or patients with obesity (BMI ≥ 30 kg/m^2)	Vivus (US)	Negative opinion
• BindRen[q]	Hyperphosphataemia in adults with chronic kidney disease Stage 5 receiving haemodialysis or peritoneal dialysis	Mitsubishi Tanabe Pharma Incorporation (Japan)	Positive opinion

Note: "positive" or "negative" opinion indicates the Committee for Medicinal Products for Human Use (CHMP) adopted a positive or negative opinion in regards of granting the marketing authorization, respectively, awaiting a final decision of the European Commission (EC).

General Announcements

- As precautionary measure, some EU member states stopped the use of some seasonal influenza vaccines manufactured by Novartis Vaccines due to suspected quality defects.[r]
- Public statement on the use of herbal medicinal products containing toxic, unsaturated pyrrolizidine alkaloids (open for public consultation).[s]
- EMA started an infringement procedure against Roche Registration Ltd. to investigate alleged failure to comply with pharmacovigilance obligations involving 19 centrally authorized medicines.[t]
- Updated organization chart of the EMA (November 5, 2012).[u]
- Changes to variation rules related to centrally authorized medicines start to apply November 2, 2012.[v]

See page 11 for weblinks quoted in this article

de-MS-tifying Word

By Susan Chang

Registration opens Dec 1st for the Asilomar Conference! I will be presenting an open session on May 1st entitled "Technical Tricks to Facilitate Review and Revisions of Large Documents." Below are a few MS Word 2007 teasers from my presentation. Hope to see you there!

METHOD	EXAMPLE
Customize your User Name & Initials for comment boxes: • I use "SChang." as initials instead of "SC" **Use "FYIs" to inform of ongoing activities:** • So you won't forget… and your reviewers won't think you forgot	**Overview of Clinical Studies** No. Subjects Dosed[2] Study Population **Comment [SChang.4]:** FYI: I am working with Tracy to confirm numbers for Studies 202, 304, and 501. *Tip: This comment is entered in a repeating table header row, so it is visible at the top of each page of a long table.* *To Set Your User Name & Initials: Go to Review tab → Track changes drop-down arrow → Change User Name… → Enter User Name and Initials (or other identifying information).*
Make the important issues obvious: • Highlight important points and requests for input • Call out specific reviewers **Change your User Name for different purposes:** • To reflect new change since a previous review ("New Change") • To annotate sources for number checking ("For QC")	study treatment due to AEs severe event of headache o study treatment, and severe event of syncope, and was classified as an related to study treatment r discontinuation of study **Comment [For QC.41]:** Source: Listing 24, page 25 (Subj 002), page 34 (Subj 007). **Comment [NewChange42]:** Tracy: Please confirm this change (from moderate to severe) in response to the query to Site 300. **Deleted:** moderate *To Change Your User Name & Initials: Go to Review tab → Track changes drop-down arrow → Change User Name… → Change your User Name and Initials (you must change both). Be creative with intials to make the purpose obvious!* *Tip: Don't forget to change back to your primary name/initials as needed. This change will apply to new comments and tracked changes in all documents until you change it.*
Compile multiple comments on the same issue: • To show progress of a "discussion" • To indicate whether the issue is resolved • This doesn't replace communciation with reviewers! But it does help you keep track and inform others.	**Comment [SChang.2]:** From Tracy: Should we include duration of local (injection site) vs. systemic activity? From Don: For systemic half-life, suggest Smith 1995. But injection site data is only in animals; applicability to humans is unclear. From Stan: Unless an entirely new paragraph is added to put animal study data in context of clinical dose, I recommend using current text Resolution: Suggest keeping current text unless senior reviewers request otherwise. *Sugestions: If it is NOT resolved, indicate the need and highlight it.* *If it IS resolved, indicate the outcome and do not highlight it. Remove the comment box "discussion" after reviewers are informed of resolution.*

Word woes? Email me at SKC@SusanChangConsulting.com with your MS Word questions!

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AMA-zing style — the AMA manual of style column

By Dikran Toroser, PhD, Amgen Inc.

VISUAL PRESENTATION of DATA in SCIENTIFIC MANUSCRIPTS

After collecting your data, you will need to tell the world all about it. This should be done in a compact form that allows the viewer to easily make an assessment of your results.

The AMA manual of style contains some useful guidelines for choosing between text, tables and figures, the most common vehicles of printed data presentation.

TABLES: When properly designed, these can summarize and organize extremely complex data. A table should be able to stand independently, without requiring explanation from the text.
Tabulation: This is a table variant, and is a brief "in-text" table that may be used to set material off from text. Unlike full tables, tabulations require the text to explain their meaning.

In brief, full tables contain the following 5 major elements: title, column headings, stubs (row headings), body (data points), and footnotes. Some extremely useful considerations regarding these major table elements can be found in the AMA manual.

FIGURES: These are any graphical displays, including graphs, maps, algorithms, illustrations and photographs. Some clinical examples are discussed below:

Decision trees: These are often used in cost-effectiveness and decision analyses. They can display a logical sequence in clinical decision making. A decision node is a point in the tree where several alternatives can be selected.

Algorithms: These can show defined criteria and tasks used to aid clinical diagnosis or treatment. Standard box shapes are used. An oval may be the question to be answered, a diamond is a decision box, a rectangle an action or decision.

Tips on Commonly Misused Figure Components:

Error bars: For plotted data, error bars (depicting standard deviation, standard error, range, interquartile range, or confidence intervals) are an efficient way to display data variability. They should always be drawn to encompass the entire range of variability, not in just one direction and should always be defined either in the legends or on the plot.

3-Dimensional figures: In most cases, these should be avoided. They confuse readers or distract from important graphical relationships.

Reproduced or Adapted Figures: It is preferable to use original figures. When using a previously published illustration is absolutely necessary, written permission to reproduce it must be obtained from the copyright holder (usually the publisher) and the original source should be acknowledged in the legend.

See pages 81 to 124 in the AMA Manual of Style 10th edition for additional information.

Sneak Peak into the Latest AMWA Journal

By Victoria A. Love, PhD

AMWA Journal Volume 27 Number 3 2012: Preview of Feature Articles

To Err is Human

Prospective medical communicators often complete editing exams when seeking employment. Understanding the various types of errors most often made on editing exams would likely enable test takers to prepare adequately, allow better assessment by hiring managers of a potential candidate's skills, and also help employers evaluate the strength of the test itself. Based upon the results of 13 different editing tests, Boettger (page 99) provided a comprehensive analysis examining the distribution of errors across 6 broad categories that included; style, grammar and mechanics, content, punctuation, spelling, and design. The results of the contingency table analysis indicated that hiring managers likely place a stronger emphasis upon grammar/mechanical and style errors, since these kinds of errors had a higher than expected frequency compared to other kinds of errors. The top three most frequent errors included the following: unnecessary or missing capitalization, redundant language, and vague or missing language, which had weighted index values of 0.493, 0.447, and 0.440, respectively. Conversely, the three errors occurring least frequently were as follows: unnecessary passive construction, space missing or needed, and missing period, which had weighted index values of 0.277, 0.276, and 0.275, respectively. One conclusion from the analysis was that employers might value an applicant's grasp of grammar, mechanics, and style over punctuation, spelling and design abilities. The results of the analysis were informative; however, addition research involving a larger sample size would provide a more detailed characterization of editing tests.

The Science of Fertilization

Scientists have unearthed a wealth of basic information regarding somatic (eg, non-gamete) cell division, or mitosis. During mitosis, the parent cell divides to produce daughter cells with the same amount of genetic material; which is normally 46 chromosomes in humans. Similarly, the fields of developmental and cellular biology have shed light upon the mechanisms driving human reproduction. Rice (page 107) described how understanding fertilization contributed to a detailed understanding of basic biology, and provided an overview of specific cellular and molecular events governing human gamete (eg, egg and sperm cells) development and fertilization. During meiosis (eg, division of egg and sperm cells) the parental diploid cell containing 46 chromosomes, divides giving rise to haploid cells containing 23 chromosomes. The article explained the associated anatomical and subcellular components involved in the process of meiosis. Although several key events required for human reproduction are generally well understood, scientists actively seek answers to several critical questions. For example, discovering the biological mechanisms essential for triggering mitosis rather than mitosis, or understanding molecular signals that prevent multiple sperm cells from penetrating an egg are mysteries that continue spurring basic research onward.

Making Friends at Ventura Harbor

Reported By: Jacki Dyck-Jones

Pacific Southwest AMWA chapter members toast to good company on a fine October morning by the Ventura Harbor!

An intimate networking luncheon was held on the patio at the "Greek at the Harbor" restaurant overlooking the sparkling Ventura Harbor on Sunday, October 28th. Our networking corner was definitely the most animated part of the restaurant. Chapter members were happy to welcome Faith Reidenbach and Bev Caley from Oregon, who are temporarily working in our neighborhood. This was a chance for old acquaintances to greet each other and for new acquaintances to be made. Topics of conversation ranged from local writing opportunities to moving to new geographies; from breaking into medical writing to easing into retirement; and from appreciation for the offerings at recent AMWA meetings to excitement about future events. It was unanimously agreed that "we simply must do this again!

James Yuen, Esther Tazartes (and her husband), Kavitha Rajavel, (Rachel Drake [hidden!]) on the RIGHT;; Elizabeth Matovinovic, Bev Caley, Faith Reidenbach, Jane Rollins, Rebecca Anderson, Kathy Cavanaugh on the LEFT

Continued from page 6
(Weblinks quoted in "What's Up(!) . . . at FDA and EMA" column):

[a] http://www.ema.europa.eu/ema/pages/includes/document/open_document.jsp?webContentId=WC500095767

[b] http://www.ema.europa.eu/ema/doc_index.jsp?curl=pages/includes/document/document_detail.jsp?webContentId=WC500133497&murl=menus/document_library/document_library.jsp&mid=0b01ac058009a3dc

[c] http://www.ema.europa.eu/ema/doc_index.jsp?curl=pages/includes/document/document_detail.jsp?webContentId=WC500133166&murl=menus/document_library/document_library.jsp&mid=0b01ac058009a3dc

[d] http://www.ema.europa.eu/ema/pages/includes/document/open_document.jsp?webContentId=WC500134407

[e] http://www.ema.europa.eu/ema/pages/includes/document/open_document.jsp?webContentId=WC500134095

[f] http://www.ema.europa.eu/ema/pages/includes/document/open_document.jsp?webContentId=WC500134637

[g] http://www.ema.europa.eu/ema/pages/includes/document/open_document.jsp?webContentId=WC500134639

[h] http://www.ema.europa.eu/ema/pages/includes/document/open_document.jsp?webContentId=WC500134627

[i] http://www.ema.europa.eu/docs/en_GB/document_library/Summary_of_opinion_-_Initial_authorisation/human/002498/WC500134060.pdf

[j] http://www.ema.europa.eu/docs/en_GB/document_library/Summary_of_opinion_-_Initial_authorisation/human/002422/WC500134101.pdf

[k] http://www.ema.europa.eu/docs/en_GB/document_library/Summary_of_opinion_-_Initial_authorisation/human/002708/WC500134081.pdf

[l] http://www.ema.europa.eu/docs/en_GB/document_library/Summary_of_opinion_-_Initial_authorisation/human/002208/WC500134058.pdf

[m] http://www.ema.europa.eu/docs/en_GB/document_library/Summary_of_opinion_-_Initial_authorisation/human/002499/WC500134059.pdf

[n] http://www.ema.europa.eu/docs/en_GB/document_library/Summary_of_opinion_-_Initial_authorisation/human/002424/WC500134080.pdf

[o] http://www.ema.europa.eu/docs/en_GB/document_library/Summary_of_opinion_-_Initial_authorisation/human/002388/WC500134082.pdf

[p] http://www.ema.europa.eu/docs/en_GB/document_library/Summary_of_opinion_-_Initial_authorisation/human/002350/WC500134085.pdf

[q] http://www.ema.europa.eu/docs/en_GB/document_library/Summary_of_opinion_-_Initial_authorisation/human/002377/WC500133163.pdf

[r] http://www.ema.europa.eu/ema/index.jsp?curl=pages/news_and_events/news/2012/10/news_detail_001643.jsp&mid=WC0b01ac058004d5c1

[s] http://www.ema.europa.eu/ema/doc_index.jsp?curl=pages/includes/document/document_detail.jsp?webContentId=WC500134311&murl=menus/document_library/document_library.jsp&mid=0b01ac058009a3dc

[t] http://www.ema.europa.eu/ema/index.jsp?curl=pages/news_and_events/news/2012/10/news_detail_001641.jsp&mid=WC0b01ac058004d5c1

[u] http://www.ema.europa.eu/ema/pages/includes/document/open_document.jsp?webContentId=WC500017948

[v] http://www.ema.europa.eu/ema/index.jsp?curl=pages/news_and_events/news/2012/10/news_detail_001645.jsp&mid=WC0b01ac058004d5c1

AMWA Pacific Coast Conference

(April 28 – May 1, 2013)
Asilomar Conference Grounds
800 Asilomar Blvd
Pacific Grove, California 93950
www.visitasilomar.com

Medical Communications: Expand Your Reach and Focus Your Skills

Join us for 3 days of small-group workshops, fireside forums, and provocative conversations with writers, editors, scientists, and other medical communicators in the beautiful, relaxing retreat setting of the Asilomar Conference Grounds. Here's just a taste of the forums.

- Regulatory documents for the non-regulatory writer
- Conducting successful document review meetings
- Technical tricks for efficient reviews and revisions
- Good publication practices
- Medical communications careers (panel discussion)

…and more!

Keynote Session: Globalization's Impact upon Health in the Developing World, by Michele Barry, M.D., F.A.C.P; Senior Associate Dean for Global Health/Director Global Health Initiatives, Stanford University

Take advantage of this rare opportunity to take an Advanced workshop at a Chapter conference.

Workshops

- Essential Ethics for Medical Communicators (ES) [2006], Cindy Hamilton
- Business Aspects of a Freelance Career (B/FL) [2500], Cindy Hamilton
- Summarizing Clinical Efficacy Data for a New Drug Application (RR) [4013], Peggy Boe
- Reporting Randomized Trials in Science Journals (ADV) [719], Tom Lang

NEW!! 2013 PACIFIC-SOUTHWEST ASILOMAR AWARD

Established to support ongoing education of medical writers, the award recipient will receive free conference registration. All current/aspiring medical writers are welcome to submit an entry. For more information and an entry form, visit the Pacific-SW Chapter Website. Entries due by December 31, 2012. Winner announced January 15, 2013.

Additional conference information available online at
http://www.amwa-pacsw.org/events/PCC_2013/index.html

Pacific Southwest Chapter

ASILOMAR conference

2013 Asilomar Conference - Frances Larson Memorial Award

For Excellence in Writing

The Frances Larson Memorial Award is given by the Pacific Southwest Chapter to recognize medical writing of the quality represented by Ms. Larson's work and to encourage continued education in the medical writing profession. A long-time member of AMWA, Ms. Larson held many positions in the Pacific Southwest Chapter, including president. She served as managing editor of Hospital Topics magazine and as medical editor of Audio-Digest.

The winner of the Frances Larson Memorial Award receives a free registration to the AMWA Pacific Coast Conference at Asilomar, valued at $320. The conference will be held in Pacific Grove, California, April 28-May 1, 2013. The winner will be posted on the Pacific Southwest Chapter Web site (www.amwa-pacsw.org).

Submission

1. In no more than 500 words, please prepare either an abstract of or an editorial on the following article (link to article available on the chapter Web site, www.amwa-pacsw.org):
Lauer K, Patel M, Pepitone K. Physician Payment Sunshine Act: Potential Implications for Medical Publication Professionals. AMWA J 2012;27(1):7-9.
2. In just a few sentences describe why you are interested in attending the Asilomar conference.

Eligibility

- The competition is open to all members of AMWA.
- The entry must be written by an AMWA member.
- Submissions are limited to 1 entry (article or essay) per writer.
- Entries must be received by email no later than December 31, 2012.
- Winner will be notified January 15, 2013.

Judging Criteria

- Completeness of content
- Clarity and style of presentation
- Quality of writing

Entry Form * * * *

Name _____ Telephone _____

Address _____

E-mail _____

Email submission and send queries to:
Heather S. Oliff, PhD
Larson Award Chairperson
holiff@scicongroup.com

LinkedIn Profile Photo

By Irene Yau, Allergan Inc.

The holiday season is soon approaching. For many of us, there will be plenty of moments of eating, partying, and spending time with loved ones. This means that there is no shortage of photo opportunities dressed in our holiday best.

I would suggest taking this season to think about uploading/upgrading your LinkedIn photo. There's a good chance that at one of your get-togethers or company parties, there will be an amateur photographer family member or co-worker with an SLR snapping away, catching everyone's awkward mouth-full-of-food moments and goofy smiles. Might as well take advantage of the opportunity and ask for a nice snapshot to be used for a profile picture.

According to Nicole Williams, LinkedIn's Connection Director, profiles with photos are seven times more likely to be viewed than those without. Here are some tips on what makes an effective LinkedIn photograph.

1. Good headshot – The profile photos are small, so be sure to have one with a good headshot where people can see your face.

2. No need to wear a suit for the photo, but make sure it is professional or reflects the career sector you are or want to be employed in.

3. Just You - no photo crops of you posing with someone else where their arms are still in the photo

4. Good lighting and a solid background behind you – Again, because the profile photos are small, you do not want a busy photo. Have a clean background and good lighting can go a long ways.

5. Recognizable photo – You want to make sure the person employers see online is the same one they'll meet at the interview.

And don't forget to smile for the camera!

Sources:

http://www.businessinsider.com/the-worst-linkedin-photos-you-can-have-2012-7

http://www.forbes.com/sites/meghancasserly/2012/03/23/stop-lying-and-the-nine-other-mistakes-youre-making-on-linkedin/

JOB LISTING:

- Sr. Medical Writer – Medtronics
- Medical Communications – Covance
- Science Writer – Marketing – Ambry Genetics Corporation
- Publication Specialist #121348 – Allergan
- Technical Writer pare-10022712 – PAREXEL
- Director of Communications 00007890 – Bausch + Lomb
- Editor-in-Chief / Deputy Editor – ASPET

If you'd like to share any job leads with the group or if you would like to receive listings, please e-mail Irene, employment-coordinator@amwa-pacsw.org with your information and I'll add it to the job listings.

And don't forget to check the AMWA PAC-SW group page on LinkedIn for additional postings.

Thank you to those who have shared job leads!

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• What's up(!). . . at FDA and EMA. Sally Altman, Kelly Dolezal , Wim D'Haeze , Stacey Willis. Postscripts. Dec 2012;2(10) *all authors contributed equally
• Sneak peak in the latest AMWA journal. Victoria A. Love. Postscripts. Dec 2012;2(10)

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• What's in the name--a lot, it's about history and looking forward. Editor. Postscripts. May 2012;2(3):6 (brief history of Postscripts)

The Kiss

"The Kiss," 1907–1908, Oil and gold leaf on canvas, 180 cm × 180 cm.
By Gustav Klimt, 14 July 1862 – 6 Feb 1918.
Location: Österreichische Galerie Belvedere, Belvedere Palace, Vienna.

“The Kiss” representing the pinnacle of Gustav Klimt’s career, the “Golden Period,” is a perfectly square painting incorporating oil painting and gold leaf. It shows a couple in embrace with bodies behind golden robes at the edge of a green garden. The subject of the painting, the women in gold and flower patterned robe has an enigmatic expression, hesitantly welcoming the embrace, half asleep... dreaming. Google Doodle chose this painting to honor Gustav Klimt on his 150th birthday anniversay on July 14, 2012.

Some art critics have compared this painting to Mona Lisa. Chris Gaylord of Chritian Science Monitor writes: *"Mona Lisa might be better experienced in a book than in real life. The actual painting is rather small – and appears smaller still considering the crowd that always surrounds it. . . 'Unlike the Mona Lisa, which disappoints when you confront it... 'The Kiss' by Gustav Klimt surpasses expectations,' writes journalist Adrian Brijbassi. 'For one thing, it’s not nearly as celebrated a painting, so public fascination isn’t high to begin with. More importantly, though, it does what a great piece of art is supposed to do: Hold your gaze, make you admire its aesthetic qualities while trying to discern what’s beyond its superficial aspects.'* --Christian Science Monitor, July 14, 2012 [LINK]

Klimt's other works are displayed in several museums around Vienna, including Österreichische Galerie in the Belvedere palace, Leopold Museum, Albertina Museum and Wein Museum.